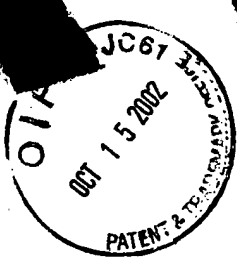


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| TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i> | Application Number | 10/091,612 | |
| | Filing Date | March 5, 2001 | |
| | First Named Inventor | Tagseth, et al. | |
| | Group Art Unit | 2161 | |
| | Examiner Name | TBA | |
| Total Number of Pages in This Submission | 6 | Attorney Docket Number | 40655.4300 |

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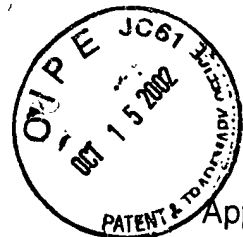
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| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | |
|--|--|
| Firm or Individual name | Howard I. Sobelman, Reg. No. 39,038 Snell & Wilmer L.L.P. |
| Signature | |
| Date | 10/9/02 |

| CERTIFICATE OF MAILING | | | |
|---|-----------------|------|----------|
| I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231 on this date: 10/10/02 | | | |
| Typed or printed name | Mark A. Levenda | | |
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#7/PTE

Applicant(s): Tagseth et al. Docket No.: 40655.4300
Serial No.: 10/091,612 Confirmation No.: 8241
Filed: March 5, 2001 Group Art Unit: 2161
Examiner: TBA

Title: SYSTEM AND METHOD FOR INTEGRATING OFFERS

**POWER OF ATTORNEY BY ASSIGNEE
AND CERTIFICATE UNDER 37 CFR 3.73(b)**

AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC. (hereinafter "Assignee"), a corporation having a place of business at General Counsel's Office, American Express Tower, World Financial Center, New York, New York 10285-4900, certifies that to the best of Assignee's knowledge and belief, it is the assignee of the entire right, title, and interest in and to the above-captioned United States patent application and represents that the undersigned is a representative authorized and empowered to sign on behalf of the Assignee.

Ownership of the above-identified patent application is established by virtue of the following documentary evidence that has been reviewed by the undersigned:

An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel N/A, Frame N/A, or for which a copy thereof is attached.

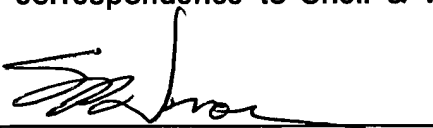
AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC., the Assignee of the entire right, title, and interest in and to the above-captioned United States patent application and all inventions disclosed and claimed therein, hereby appoints as its attorneys to prosecute the above-captioned United States patent application and to transact all business in the United States Patent and Trademark Office connected therewith and with the resulting patent, individually and collectively:

SNELL & WILMER L.L.P.
One Arizona Center
400 East Van Buren
Phoenix, Arizona 85004-2202
Tel. (602) 382-6000
Fax (602) 382-6070;

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and the registered attorneys associated with Snell & Wilmer's Customer Number 020322.

Please send all further correspondence to Snell & Wilmer L.L.P. at the above address.

By: 
Stephen P. Norman
Title: Secretary
Date: 23 Sep 2002

ASSIGNMENT**UTILITY PATENT**

WHEREAS, the undersigned inventor(s) (hereinafter singly and collectively, "ASSIGNOR") of the addresses indicated below, have invented subject matter disclosed in the patent application entitled **SYSTEM AND METHOD FOR INTEGRATING OFFERS** filed on March 5, 2002 and assigned U.S. Serial No. 10/091,612;

AND WHEREAS, **AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC.**, a subsidiary of **AMERICAN EXPRESS COMPANY** (hereinafter "ASSIGNEE"), a corporation organized and existing under and by virtue of the laws of the State of New York having its principal place of business and mailing address at General Counsel's Office, American Express Tower, World Financial Center, New York, New York 10285-4900, is desirous of memorializing its interest therein;

NOW, THEREFORE, the undersigned **ASSIGNOR** hereby confirms that **ASSIGNOR** is a full time salaried employee, past employee or a contractor of **ASSIGNEE, AMERICAN EXPRESS COMPANY** or one of its subsidiary companies, and that **ASSIGNOR** developed the subject matter of the invention on **ASSIGNEE's** time and at the expense of **ASSIGNEE** and within the scope of **ASSIGNOR's** duties to **ASSIGNEE** and thereby **ASSIGNOR** recognizes that the **ASSIGNEE** owns the invention as described in the aforesaid application. Nonetheless to comport with Patent Office procedures, **ASSIGNOR** memorializes that relationship in the form of this assignment and;

THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **ASSIGNOR** by these presents does sell, assign and transfer unto **ASSIGNEE**, its successors, assigns and legal representatives, the full and exclusive right to the invention, as described in the aforesaid application, including patent, copyright and any other intellectual property rights, any provisional, non-provisional, continuation, continuation in part, divisional, reissue, reexamination, foreign, PCT or other patent application or like document, or any other application which claims priority to said application, in the United States and all foreign countries, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States adheres, and hereby authorizes and requests the Commissioner of Patents to issue said Letters Patent to **ASSIGNEE**, for the sole use and benefit of **ASSIGNEE**, its successors, assigns and legal representatives,

AND HEREBY AGREES to transfer to **ASSIGNEE**, its successors, assigns and legal representatives, without further remuneration, a like interest in and to any improvements, derivative works, and applications based thereon, growing out of or relating to the invention; and to provide all reasonable assistance and execute any papers, if accurate, desired by **ASSIGNEE**, its successors, assigns and legal representatives, to preserve, acquire and/or perfect **ASSIGNEE's** full protection and title

In and to the invention and any improvements and to file any of the aforementioned applications.

In the event that the Application Number and/or filing date is not available when this Assignment is executed, I hereby authorize and request any attorney associated with Snell & Wilmer L.L.P., Customer No. 20322, to insert above the filing date and/or the application number of said application when known.

EXECUTED as of the date(s) written below by ASSIGNOR:

INVENTOR'S NAME

ADDRESS

SIGNATURE

DATE

Per A. Tagseth

Phoenix, Arizona



6/19/02

Nicole D. Coope

Phoenix, Arizona

Geetanjali R. Suk

Phoenix, Arizona

Ray Preston

Peoria, Arizona



6-19-02

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EXECUTED as of the date(s) written below by ASSIGNOR:

| INVENTOR'S NAME | ADDRESS | SIGNATURE | DATE |
|--------------------|------------------|-----------------------|---------|
| Per A. Tagseth | Phoenix, Arizona | | |
| Nicole D. Coope | Phoenix, Arizona | <i>Nicole D Coope</i> | 6/26/02 |
| Geetanjali R. Suki | Phoenix, Arizona | | |
| Ray Preston | Peoria, Arizona | | |

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EXECUTED as of the date(s) written below by ASSIGNOR:

| INVENTOR'S NAME | ADDRESS | SIGNATURE | DATE |
|--------------------|------------------|---------------------------|----------------------|
| Per A. Tagseth | Phoenix, Arizona | _____ | _____ |
| Nicole D. Coope | Phoenix, Arizona | _____ | _____ |
| Geetanjali R. Suki | Phoenix, Arizona | <u>Geetanjali R. Suki</u> | <u>June 27, 2002</u> |
| Ray Preston | Peoria, Arizona | _____ | _____ |

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